



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Vandenberg et al. Examiner: Chang
Serial No. : 08/706,136 Art Unit: 2605
Filed : August 30, 1996 Atty.'s Doc.: HW-106-A-CPA
For : IMPROVED-CUSTOMIZABILITY DIGITAL SOUND RELAXATION
SYSTEM

DECLARATION OF MR. TROY ANDERSON

I, Troy Anderson, being duly sworn, hereby depose and say:

1. I have a masters degree in business, am a co-inventor of the above-captioned invention, and am Vice President of Headwaters Research & Development, Inc., the owner of the above-captioned invention;
2. As Vice President of Headwaters Research & Development, Inc., among other things, I am responsible for the sales and marketing of new products for world markets and for evaluating consumer responses to the products we develop in order to monitor product acceptance and insure present and future consumer satisfaction;
3. Digital sound relaxation and noise masking devices represent a unique category of consumer products that are designed to alleviate stress and to promote a state of relaxation and calm;
4. These devices simulate a natural or other sound environment that masks noise and soothes the listener without disrupting pauses;
5. Due to stress and noise not uncommon in modern Western societies, there is a considerable need for such devices;
6. The present United States market for such devices is estimated at about 60 million dollars annually, which is expected to grow at a per annum rate of about 30 percent;
7. The above-captioned invention is drawn to improved-customizability digital sound relaxation and noise masking devices that permit customers to customize the library of available sounds to their individual tastes and personal preferences by collecting collectible sound cards;

8. In one of its inventive aspects, the claimed combinations as a whole of the independent claims 1 and 14 of the above-captioned invention call for, among other things, a collectible sound card, and a digital sound relaxation and noise masking device, cooperative therewith, in another of its inventive aspects, the claimed combinations as a whole of the independent claims 5 and 15 call for, among other things, a digital sound relaxation and noise masking device adapted to mate with a collectible sound card, and in another of its inventive aspects, the claimed combinations as a whole of the independent claims 10 and 17 call for, among other things, a collectible sound card for use with a digital sound relaxation and noise masking device;

9. Headwaters, Research & Development Inc. and its affiliated companies ("Headwaters") currently markets four (4) collectible sound cards as detailed in Attachment "A";

10. Headwaters sells under its Tranquil Moments® marks a line of commercially successful improved-customizability digital sound relaxation and noise masking devices in accord with the above-captioned invention, which have received consumer acceptance to the amount of about 10 million dollars per annum, which is about 17 percent of the estimated present annual United States market for digital sound relaxation and noise masking devices;

11. Headwaters includes an owner's reply card with each improved-customizability digital sound relaxation and noise masking device in accord with the above-captioned invention sold under the Tranquil Moments® marks, and compiles information from those that are returned as well as from sales and other data;

12. Consumer feedback to our Tranquil Moments® products has indicated the first importance of sound variety to owners of improved-customizability digital sound relaxation and noise masking systems of the embodiment of Figures 1-7 in accord with the present invention as detailed in Attachment "B," which shows a bar chart compiled from 228 owner's reply cards from the years 1996-1997;

13. The first importance of sound variety is believed on the one hand to be due to owner's different tastes in sounds. For example, one owner of a digital sound relaxation and noise masking device may prefer the sound of Rain Falling on a Tin Roof because it reminds them of similar cozy, rainy nights as a child, while another owner may prefer the sounds of Ocean Surf with Seagulls, because it reminds them of their favorite Hawaiian vacation. Since the heretofore known digital sound relaxation and noise masking devices only included a limited selection of built-in sounds, the collectible sound cards of the improved-customizability digital sound relaxation and noise masking devices of the present invention provide customers with an expanded selection of sounds from which to choose, thereby increasing the probability that owners can find their ideal sound(s);

14. The first importance of sound variety is believed on the other hand to be due to owner's different use situations and different moods. It is known that a large percentage of digital sound relaxation and noise masking device owners alternate between available sounds. Some do this for variety, others do it to suit different use situations or moods. For example, some owners may prefer a good noise blocking sound like a Waterfall for use at the office, while at home they may prefer the gentler Rain sound for relaxation. The collectible sound cards of the improved-customizability digital sound relaxation and noise masking devices in accord with the present invention provide a much larger repertoire from which users can find satisfactory sounds to fit the usage situation and prevailing mood;

15. Both to accommodate individual user's different tastes in sounds and to accommodate different use situations and changing moods, the inventive aspects of the claimed combinations as a whole in accord with the improved-customizability digital sound relaxation and noise masking devices of the present invention help satisfy what consumer response has indicated as the first importance of sound variety to owner's of digital sound relaxation and noise masking devices;

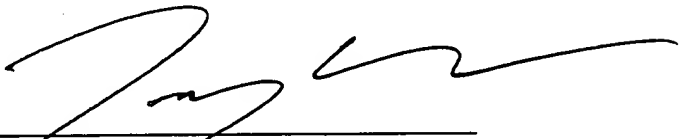
16. Five (5) representative owner's reply cards attached as Attachment "C" detail the general importance of digital sound relaxation and noise masking devices to individual owners of improved-customizability digital sound relaxation and noise masking devices in accord with the present invention, and five (5) representative owner's reply cards attached as attachment "D" detail the specific importance of the inventive aspects of the claimed combinations as a whole of the improved-customizability digital sound relaxation and noise masking devices in accord with the present invention;

17. Moreover, consumer response has indicated that two (2) out of three (3) owners of digital sound relaxation and noise masking devices traded under the Tranquil Moments® marks purchase at least one collectible sound card as detailed in Attachment "E," which shows a pie chart compiled from sales data for improved-customizability digital sound relaxation and noise masking devices in accord with the present invention for the years 1996-1997;

18. Since the devices adapted to mate with collectable sound cards sold under the Tranquil Moments® marks in accord with the above-captioned invention are not sold with collectable sound cards, the fact that the overwhelming majority of owners of these devices go on to purchase one or more collectable sound cards, which are individually packaged and separately sold, underscores that the inventive aspects of the claimed combinations as a whole of the present invention are a principal factor motivating the commercial success of the Tranquil Moments® products in accord with the above-captioned invention.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these

statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of the Title 18 of the United States Code and that such false statements may jeopardize the validity of the application or any patent issued thereon.



Troy Anderson
Dated: 12 / 14 / 98

Attachment "A"

Brookstone

Tranquil MomentsTM Sound Card



*Insert into your
Tranquil MomentsTM sound
system for 6 additional,
authentic digital
recordings of nature from
the world's leading
recorders of nature.*



Ocean Escape

198622

Made in China

Patents Pending

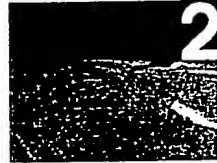


Ocean Escape



Crashing Waves on Rocky Point:

Take a break and walk along a jagged coastline as you listen to the powerful, yet exhilarating, crash of waves against the rocks.



Gentle Surf in a Hidden Cove:

Discover the tranquility of soft surf as it washes against a sandy beach within a hidden cove.



Caribbean Surf with Seabirds:

Enjoy the calming sound of surf from the shore of a sun-drenched tropical island as seabirds call while gracefully soaring overhead.



Gusty Ocean Breeze:

Revel in the soothing sound of dramatic wind gusts as they blow along a remote ocean shoreline.



Ocean Rain:

Sleep or relax with your favorite book as the wavering patter of rain falls upon the vast ocean.

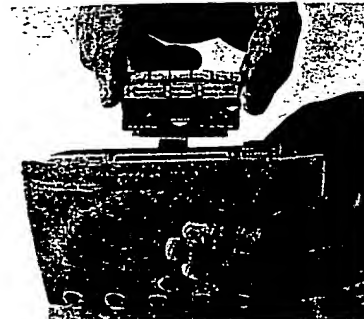


Harbor Swell:

Picture yourself alongside a boat-filled harbor as waves gently lap against the shore and boats creak as they rock against their moorings in a brisk breeze.

*Build your own sound library
with our revolutionary
Sound Cards !*

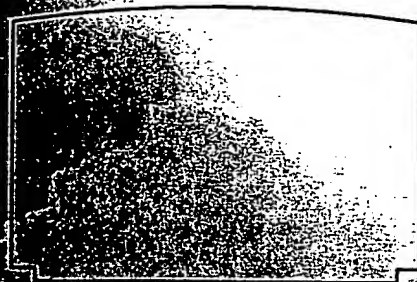
*Enjoy 6 new sounds in just
seconds! Simply insert the
Sound Card into the special
slot on Tranquil Moments™.*



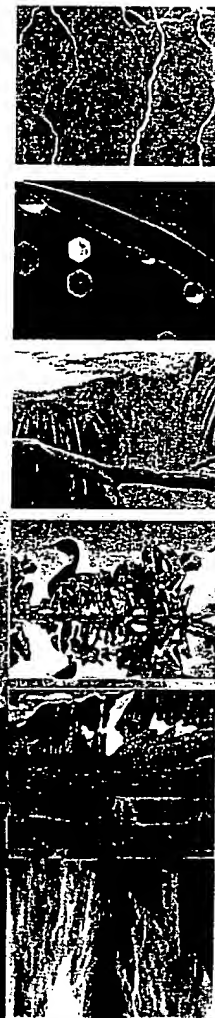
Brookstone

Tranquil MomentsTM

Sound Card



*Insert into your
Tranquil MomentsTM sound
system for 6 additional,
authentic digital
recordings of nature from
the world's leading
recorders of nature.*



Wilderness Retreat

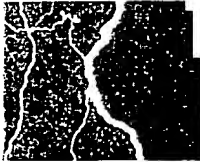
198630

Made in China

Patents Pending



Wilderness Retreat



Thunderstorm in the Wilderness:

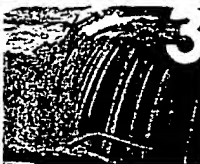
Unwind to the exhilarating, but soothing sound of distant thunder as gentle rain falls upon a remote lake.



2

Forest Rain:

Relax to the steady tapping of refreshing mountain rain as it pelts the dense forest floor.



3

Waterfall:

Block out noise or drift off to sleep with the natural "white noise" effect of a thundering waterfall.



4

Loons on Wilderness Lake:

Experience the peacefulness, yet sense of adventure associated with the lingering, captivating calls of loons on a secluded lake.



5

Mountain Valley Windstorm:

Nestle in as a powerful, but calming windstorm blows through a deep mountain valley.



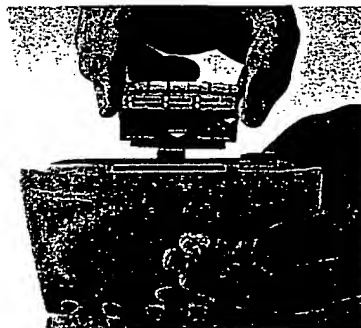
6

Roaring Bonfire:

During the still of a wilderness night, enjoy the solitude and warmth of a roaring bonfire with mesmerizing, glowing embers.

*Build your own sound library
with our revolutionary
Sound Cards !*

*Enjoy 6 new sounds in just
seconds! Simply insert the
Sound Card into the special
slot on Tranquil Moments™.*



Brookstone®

Tranquil Moments™ Sound Card

*Insert into your
Tranquil Moments™ sound
system for 6 additional,
authentic digital
recordings of nature from
the world's leading
recorders of nature.*

Tropical Rain Forest

Brookstone

Brookstone



Patents Pending

Made in China

200881

Tropical Rain Forest



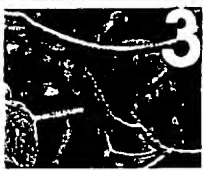
1 Tropical Rain:

Relax to the soothing sound of a warm rain shower as it pelts large jungle leaves, giant tree ferns and bamboo.



2 Cascading Waterfall:

Mask disturbing noises with the natural "white noise" effect of a towering waterfall.



3 Jungle Stream with Birds:

Enjoy the peacefulness of a sparkling stream as exotic jungle birds search the adjoining foliage for fruit and insects.



4 Amazon Lagoon:

Escape to a secluded lagoon and experience the calming sound of a frog chorus.



5 Coral Reef Surf with Birds:

Picture yourself on an isolated beach bordered by coral-laced waters while exotic birds gracefully sail overhead.

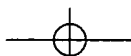
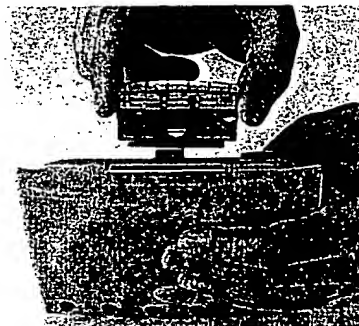


6 Tropical Storm:

Unwind to the dramatic sound of a powerful storm as wind gusts blow palm tree branches from side to side.

*Build your own sound library
with our revolutionary
Sound Cards !*

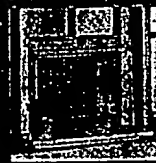
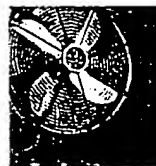
*Enjoy 6 new sounds in just
seconds! Simply insert the
Sound Card into the special
slot on Tranquil Moments™.*



Brookstone®

Tranquil Moments™ Sound Card

*Insert into your
Tranquil Moments™ sound
system for 6 additional,
authentic digital
recordings of popular sounds
that block out noise
and enhance relaxation.*



Brookstone

Sleep Enhancers

Brookstone

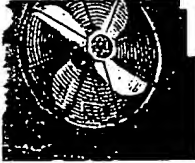


Patents Pending

Made in China

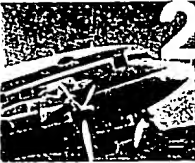
200873

Sleep Enhancers



Fan:

Sleep to the continuous whirling sound of an electric fan without the chilling effect of the real thing.



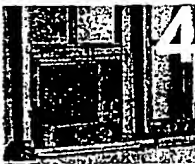
Interior of Airplane:

Lay back and snooze to the rhythmic sound of the interior of a propeller plane.



Night Train:

Picture yourself on a steam engine train as it cuts through the still night lulling you to sleep with its pulsating sounds.



Air Conditioner:

Doze off to the steady hum of an air conditioner.



Country Highway:

Break the stillness when it's too quiet by adding the sporadic sounds of cars passing by on a country highway.

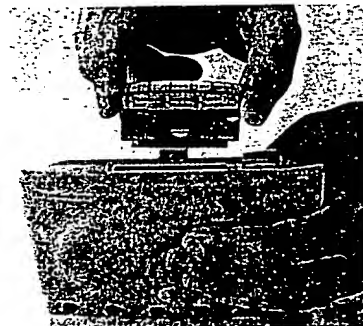


Vacuum Cleaner:

This "to and fro" sound of a vacuum cleaner is a classic relaxation tool, particularly for calming crying infants.

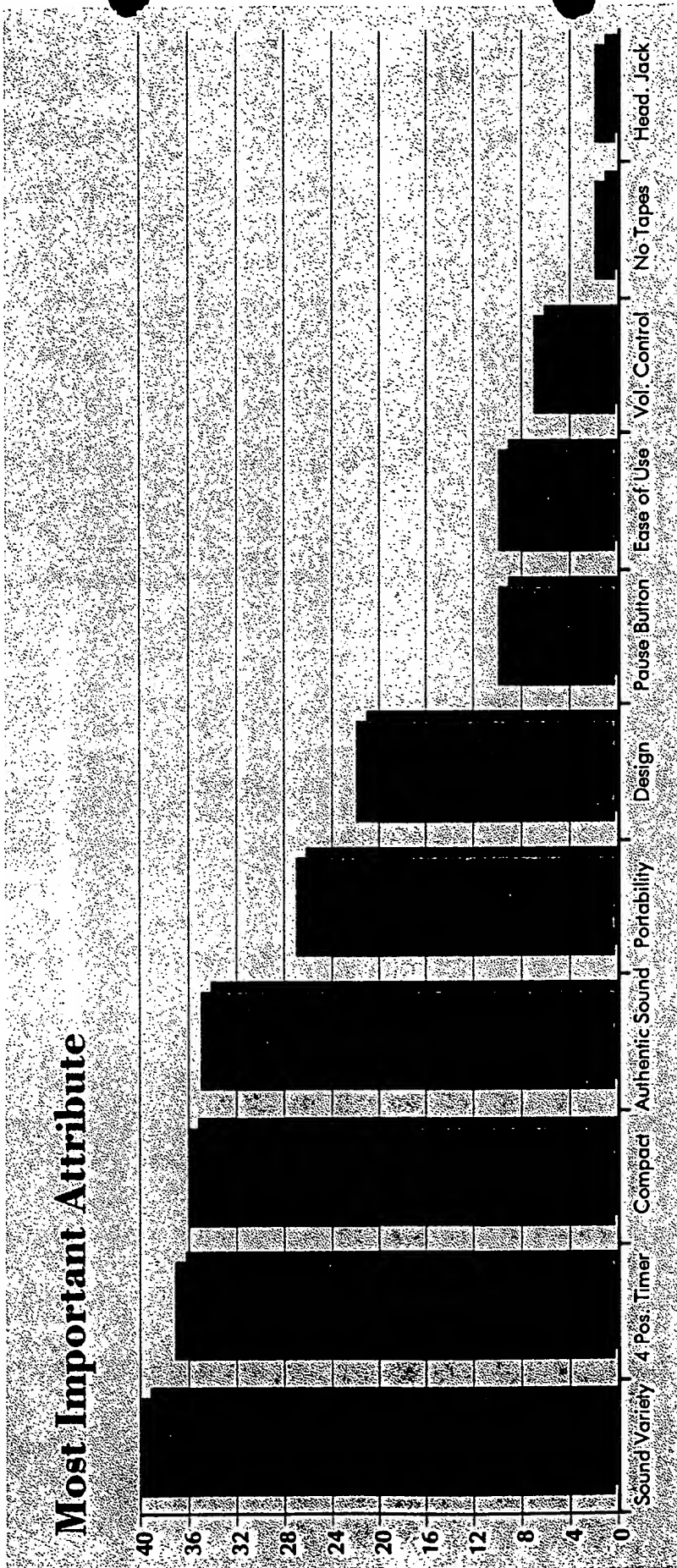
*Build your own sound library
with our revolutionary
Sound Cards !*

*Enjoy 6 new sounds in just
seconds! Simply insert the
Sound Card into the special
slot on Tranquil Moments™.*



Attachment "B"

Sound variety ranks as the most valued sound conditioner attribute.



Source: Headwaters customer research

Attachment "C"

WARRANTY REPLY CARD
Tranquil Moments™

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☐ Mr. ☒ Mrs. ☐ Ms. ☐ Miss

First Name Judith Initial A Last Name Howell

Street 7026 Congressional Apt. No. _____

City San Antonio State Texas Zip 78244

2. Date of Purchase/Receipt 3/1/94
Month Day Year

3. Did you purchase this product for yourself or did you receive it as a gift?

☐ Purchased for myself ☒ Gift ☐ Other _____
(Please explain)

4. What is your gender?

☐ Male ☒ Female

5. What is your age group?

☐ 18-24 years ☐ 25-34 years ☐ 35-44 years ☒ 45-54 years ☐ 55-64 years ☐ 65 years or older

6. Which group best describes your occupation?

☐ Professional/Technical ☐ Upper Management/Executive ☐ Middle Management ☐ Sales/Marketing ☐ Clerical
☒ Homemaker ☐ Self Employed ☐ Tradesman ☐ Retired ☐ Other _____
(Please describe)

7. Which group describes your family's annual income?

☐ Under \$25,000 ☐ \$25,000—\$49,999 ☐ \$50,000—\$74,999
☐ \$75,000—\$99,999 ☐ \$100,000—\$149,999 ☒ \$150,000—or higher

8. Overall, how satisfied are you with Tranquil Moments?

☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied

9. What do you like best about your Tranquil Moments?

It helps me relax - which I NEED!

10. What is your favorite/most played sound?

① Ocean Surf ② stream ③ summer night

11. What additional sounds and/or features would improve Tranquil Moments?

Low soothing voices?

Please return to your closest Brookstone store or send to:

Brookstone
Merchandising Dept.
17 Riverside Street
Nashua, NH 03062

WARRANTY REPLY CARD

Tranquil Moments™ for Travel (212720)

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☐ Mr. ☒ Mrs. ☐ Ms. ☐ Miss
First Name Cindy Initial Ym Last Name RAY
Street 439 Hemlock ST. Apt. No. _____
City Alt. Spgs State FLA Zip 32714
2. Date of Purchase/Receipt 1 / 24 / 98
(month) (day) (year)
3. Did you purchase this product for yourself or did you receive it as a gift?
☐ Purchased for myself ☒ Gift ☐ Other _____
- Where was the product purchased from?
☐ Retail Store ☐ Catalog ☒ Not Sure
4. What is your age group?
☐ 18-24 years ☒ 35-44 years ☐ 55-64 years
☐ 25-34 years ☐ 45-54 years ☐ 65 years and older

fold

5. Which group best describes your occupation?
☐ Professional/Technical ☐ Self-Employed ☐ Sales/Marketing
☒ Homemaker ☐ Middle Management ☐ Retired
☐ Upper Management/Executive ☐ Tradesman ☐ Clerical
☐ Other _____
6. Which group describes your family's annual income?
☒ Under \$25,000 ☐ \$50,000 - \$74,999 ☐ \$100,000 - \$149,999
☐ \$25,000 - \$49,999 ☐ \$75,000 - \$99,999 ☐ \$150,000 or higher
7. Overall, how satisfied are you with your Tranquil Moments™ for Travel?
☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied
8. What do you like best about your Tranquil Moments™ for Travel?
Blocks out noises
9. What features would improve your Tranquil Moments™ for Travel?
none
10. Is your Tranquil Moments™ for Travel used only while traveling? If not, where else do you use it?
It is used more for home I have
High Blood Pressure Bad & it has lower
it a Great Deal.

Moisten and Seal

430236-01000

WARRANTY REPLY CARD
Tranquil Moments™

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☐ Mr. ☐ Mrs. ☐ Ms. ☒ Miss

First Name Pamela Initial L Last Name Turner

Street 814 Sunset Blvd Apt. No. 6

City Kenner State LA Zip 70065

2. Date of Purchase/Receipt 12, 25, 95
Month Day Year

3. Did you purchase this product for yourself or did you receive it as a gift?

☐ Purchased for myself ☒ Gift ☐ Other _____
(Please explain)

4. What is your gender?

☐ Male ☒ Female

5. What is your age group?

☒ 18-24 years ☐ 25-34 years ☐ 35-44 years ☐ 45-54 years ☐ 55-64 years ☐ 65 years or older

6. Which group best describes your occupation?

☒ Professional/Technical ☐ Upper Management/Executive ☐ Middle Management ☐ Sales/Marketing ☐ Clerical
☐ Homemaker ☐ Self Employed ☐ Tradesman ☐ Retired ☐ Other _____
(Please describe)

7. Which group describes your family's annual income?

☐ Under \$25,000 ☒ \$25,000—\$49,999 ☐ \$50,000—\$74,999
☐ \$75,000—\$99,999 ☐ \$100,000—\$149,999 ☐ \$150,000—or higher

8. Overall, how satisfied are you with Tranquil Moments?

☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied

9. What do you like best about your Tranquil Moments?

Listening to it helps me forget the stresses of the day
and be able to visualize myself elsewhere. I am a
nurse and work nights + it helps block out daytime noises
around me.

10. What is your favorite/most played sound?

Ocean Surf

11. What additional sounds and/or features would improve Tranquil Moments?

?

Please return to your closest Brookstone store or send to:

Brookstone
Merchandising Dept.
17 Riverside Street
Nashua, NH 03062

WARRANTY REPLY CARD
Tranquil Moments™

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☐ Mr. ☐ Mrs. ☐ Ms. ☒ Miss

First Name Meredith Initial L Last Name King

Street 30 Dominion Way Apt. No. _____

City Angusta State Ga Zip 30907

2. Date of Purchase/Receipt

11, 20, 95
Month Day Year

3. Did you purchase this product for yourself or did you receive it as a gift?

☐ Purchased for myself ☒ Gift ☐ Other _____
(Please explain)

4. What is your gender?

☐ Male ☒ Female

5. What is your age group?

☒ 18-24 years ☐ 25-34 years ☐ 35-44 years ☐ 45-54 years ☐ 55-64 years ☐ 65 years or older

6. Which group best describes your occupation?

☐ Professional/Technical ☐ Upper Management/Executive ☐ Middle Management ☐ Sales/Marketing ☐ Clerical
☐ Homemaker ☐ Self Employed ☐ Tradesman ☐ Retired ☒ Other student
(Please describe)

7. Which group describes your family's annual income?

☒ Under \$25,000 ☒ \$25,000—\$49,999 ☐ \$50,000—\$74,999
☐ \$75,000—\$99,999 ☐ \$100,000—\$149,999 ☐ \$150,000—or higher

8. Overall, how satisfied are you with Tranquil Moments?

☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied

9. What do you like best about your Tranquil Moments?

It is a very relaxing machine. It helps when
you're stressed out or can't sleep.

10. What is your favorite/most played sound?

Ocean surf / Summer Night

11. What additional sounds and/or features would improve Tranquil Moments?

You could add maybe a thunderstorm noise and/or
whales speaking to each other.

Please return to your closest Brookstone store or send to:

Brookstone
Merchandising Dept.
17 Riverside Street
Nashua, NH 03062

April 29, 1996

To Whom It May Concern:

Last September we moved to Olympia to be near our daughter and her family. Having sold our home and wanting to live with less responsibility, we rented a lovely first-floor three-bedroom apartment. Much to our chagrin, we soon found that the noise coming from those above us was very annoying and disruptive enough to keep us awake at night. We were faced with the choice of wrecking our health over lack of sleep or making yet another move.

Then Tranquil Monitors came to our rescue! This dandy little machine, especially when on Waterfall masks, the noise so well that we are able to doze right off to sleep every night. Gone is the frustration and irritability we were experiencing and here to stay is a sense of peace and well-being.

Meriel L. Hastings

Attachment "D"

WARRANTY REPLY CARD
Tranquil Moments Plus™ (197152)

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☒ Mr. ☐ Mrs. ☐ Ms. ☐ Miss
First Name David Initial A Last Name Graves
Street 1008 Kirby Dr. Apt. No. _____
City Nashville State TN Zip 37217
2. Date of Purchase/Receipt 4, 28, 97
Month Day Year
3. Did you purchase this product for yourself or did you receive it as a gift?
☒ Purchased for myself ☐ Gift ☐ Other _____
Where was the product purchased from? ☒ Retail Store ☐ Catalog ☐ Not Sure
4. What is your gender?
☒ Male ☐ Female
5. What is your age group?
☐ 18-24 years ☐ 35-44 years ☐ 55-64 years
☒ 25-34 years ☐ 45-54 years ☐ 65 years or older
6. Which group best describes your occupation?
☒ Professional/Technical ☐ Self Employed ☐ Sales/Marketing
☐ Homemaker ☐ Middle Management ☐ Retired
☐ Upper Management/Executive ☐ Tradesperson ☐ Clerical
☐ Other _____
7. Which group describes your family's annual income?
☐ Under \$25,000 ☐ \$50,000—\$74,999 ☐ \$100,000—\$149,999
☒ \$25,000—\$49,999 ☐ \$75,000—\$99,999 ☐ \$150,000—or higher
8. Overall, how satisfied are you with your Tranquil Moments Plus?
☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied
9. What do you like best about your Tranquil Moments Plus?
ability to expand its sound capabilities
10. What is your favorite/most played sound?
Ocean & rain
11. What additional sounds and/or features would improve Tranquil Moments Plus?

12. What other new products would you like Brookstone to stock?

WARRANTY REPLY CARD
Tranquil Moments II Plus® (222414)

Thank you for purchasing this Brookstone® product.

Answering the following questions will register your product and help us bring more innovative products to you.

1. ☐ Mr. ☐ Mrs. ☒ Ms. ☐ Miss
First Name ANNETTE Initial L Last Name RODRIGUEZ
Street 311 S. INDUSTRIAL BLVD Apt. No. 252
City FULESS State TX Zip 76040

2. Date of Purchase/Receipt 10 (month)/ 25 (day)/ 98 (year)

3. Did you purchase this product for yourself or did you receive it as a gift?
☒ Purchased for myself ☐ Gift ☐ Other _____
Where was the product purchased from?
☒ Retail Store ☐ Catalog ☐ Not Sure

4. What is the gender of the product's primary user?
☐ Male ☒ Female

5. What is your age group?
☐ 18-24 years ☐ 35-44 years ☐ 55-64 years
☒ 25-34 years ☐ 45-54 years ☐ 65 years and older

fold

6. Which group best describes your occupation?
☐ Professional/Technical ☐ Self-Employed ☐ Sales/Marketing
☐ Homemaker ☐ Middle Management ☐ Retired
☐ Upper Management/Executive ☐ Tradesman ☐ Clerical
☐ Other _____

7. Which group describes your family's annual income?
☒ Under \$25,000 ☐ \$50,000 - \$74,999 ☐ \$100,000 - \$149,999
☐ \$25,000 - \$49,999 ☐ \$75,000 - \$99,999 ☐ \$150,000 or higher

8. Overall, how satisfied are you with your Tranquil Moments II Plus®?
☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied

9. What do you like best about your Tranquil Moments II Plus®?
variety of sounds; availability of more sound cards

10. What is your favorite or most played sound?
white noise

11. What additional sounds and/or features would improve Tranquil Moments II Plus®?

12. What other new product would you like Brookstone® to stock?

WARRANTY REPLY CARD
Tranquil Moments Plus™ (197152)

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☐ Mr. ☒ Mrs. ☐ Ms. ☐ Miss
First Name Aleta Initial A Last Name Meeker
Street P.O. Box 891023 Apt. No. _____
City Temecula State Ca Zip 92589
2. Date of Purchase/Receipt 12/25/96
Month Day Year
3. Did you purchase this product for yourself or did you receive it as a gift?
☐ Purchased for myself ☒ Gift ☐ Other _____
Where was the product purchased from? ☒ Retail Store ☐ Catalog ☐ Not Sure
4. What is your gender?
☐ Male ☒ Female
5. What is your age group?
☐ 18-24 years ☐ 35-44 years ☐ 55-64 years
☒ 25-34 years ☐ 45-54 years ☐ 65 years or older
6. Which group best describes your occupation?
☐ Professional/Technical ☐ Self Employed ☐ Sales/Marketing
☒ Homemaker ☐ Middle Management ☐ Retired
☐ Upper Management/Executive ☐ Tradesperson ☐ Clerical
☐ Other _____
7. Which group describes your family's annual income?
☐ Under \$25,000. ☐ \$50,000—\$74,999 ☐ \$100,000—\$149,999
☒ \$25,000—\$49,999 ☐ \$75,000—\$99,999 ☐ \$150,000—or higher
8. Overall, how satisfied are you with your Tranquil Moments Plus?
☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied
9. What do you like best about your Tranquil Moments Plus?
being able to change soundcards
10. What is your favorite/most played sound?
rain & summer nights
11. What additional sounds and/or features would improve Tranquil Moments Plus?
white noise
12. What other new products would you like Brookstone to stock?

Tranquil Moments Plus™ (197152)

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☒ Mr. ☐ Mrs. ☐ Ms. ☐ Miss
First Name JOHN Initial A. Last Name MAGIERA
Street 8428 WOODLAND Rd. Apt. No. _____
City Millersville State MD Zip 21108
2. Date of Purchase/Receipt 12, 96
Month Day Year

3. Did you purchase this product for yourself or did you receive it as a gift?
☒ Purchased for myself ☐ Gift ☐ Other _____
 Where was the product purchased from? ☒ Retail Store ☐ Catalog ☐ Not Sure

4. What is your gender?
☒ Male ☐ Female

5. What is your age group?
- | | | |
|--------------------------------------|---|--|
| <input type="checkbox"/> 18-24 years | <input type="checkbox"/> 35-44 years | <input type="checkbox"/> 55-64 years |
| <input type="checkbox"/> 25-34 years | <input checked="" type="checkbox"/> 45-54 years | <input type="checkbox"/> 65 years or older |

6. Which group best describes your occupation?
- | | | |
|---|--|---|
| <input type="checkbox"/> Professional/Technical | <input type="checkbox"/> Self Employed | <input checked="" type="checkbox"/> Sales/Marketing |
| <input type="checkbox"/> Homemaker | <input type="checkbox"/> Middle Management | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Upper Management/Executive | <input type="checkbox"/> Tradesperson | <input type="checkbox"/> Clerical |
| | | <input type="checkbox"/> Other _____ |

7. Which group describes your family's annual income?
- | | | |
|--|---|--|
| <input type="checkbox"/> Under \$25,000 | <input type="checkbox"/> \$50,000—\$74,999 | <input type="checkbox"/> \$100,000—\$149,999 |
| <input type="checkbox"/> \$25,000—\$49,999 | <input checked="" type="checkbox"/> \$75,000—\$99,999 | <input type="checkbox"/> \$150,000—or higher |

8. Overall, how satisfied are you with your Tranquil Moments Plus?
☐ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied

9. What do you like best about your Tranquil Moments Plus?
VARIETY, SELECTABILITY, SOUND CARDS

10. What is your favorite/most played sound? *SHRIF*

- 11. What additional sounds and/or features would improve Tranquil Moments Plus?**

- 12. What other new products would you like Brookstone to stock?**

WARRANTY REPLY CARD
Tranquil Moments Plus™ (197152)

Thank you for purchasing this Brookstone product. Answering the following questions will register your product and help us bring more innovative products to you.

1. ☒ Mr. ☐ Mrs. ☐ Ms. ☐ Miss
First Name Doug Initial B Last Name Weatherly
Street 222 Brookhollow Dr Apt. No. _____
City Pelham State AL Zip 35124
2. Date of Purchase/Receipt 12/16/96
Month Day Year
3. Did you purchase this product for yourself or did you receive it as a gift?
☐ Purchased for myself ☒ Gift ☐ Other _____
Where was the product purchased from? ☒ Retail Store ☐ Catalog ☐ Not Sure
4. What is your gender?
☒ Male ☐ Female
5. What is your age group?
☐ 18-24 years ☐ 35-44 years ☐ 55-64 years
☐ 25-34 years ☐ 45-54 years ☐ 65 years or older
6. Which group best describes your occupation?
☒ Professional/Technical ☐ Self Employed ☐ Sales/Marketing
☐ Homemaker ☐ Middle Management ☐ Retired
☐ Upper Management/Executive ☐ Tradesperson ☐ Clerical
Other _____
7. Which group describes your family's annual income?
☐ Under \$25,000 ☒ \$25,000—\$74,999 ☐ \$100,000—\$149,999
☐ \$25,000—\$49,999 ☐ \$75,000—\$99,999 ☐ \$150,000—or higher
8. Overall, how satisfied are you with your Tranquil Moments Plus?
☒ Very Satisfied ☐ Somewhat Satisfied ☐ Somewhat Dissatisfied ☐ Very Dissatisfied
9. What do you like best about your Tranquil Moments Plus?
It adapted to different sound cards
10. What is your favorite/most played sound?
The one built in
11. What additional sounds and/or features would improve Tranquil Moments Plus?
Wind
12. What other new products would you like Brookstone to stock?

Attachment "E"

Customer response to Tranquil Moments'® Sound Card invention has been excellent.

Sound Card Purchase Rate



 Purchase Sound Card 65%
 Do Not Purchase Sound Card 35%

65% of Tranquil Moments® customers purchase a Sound Card.

Source: Headwaters customer research